

CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 1. A method of providing certifications of claims made for products or
2 services on which customers may rely comprising the steps of:
 - 3 establishing a certification service which maintains a Web page;
 - 4 entering into a contract between the certification service and a provider
5 of a product or service for which the provider makes certain claims;
 - 6 verifying the claims made by the provider for the product or service
7 under terms of the contract; and
 - 8 posting information on the Web page about the product or service in
9 which the those claims verified as true are prominently displayed.
- 1 2. The method of providing certifications recited in claim 1, wherein the Web
2 page is accessible over the Internet by customers.
- 1 3. The method of providing certifications recited in claim 2, further
2 comprising the steps of:
 - 3 maintaining a database of verified claims for products and services
4 provided by a plurality of providers; and
 - 5 providing customers with search engine for searching the database for
6 certified products and services in the database.
- 1 4. The method of providing certifications recited in claim 3, wherein the
2 search engine responds to key words and phrases entered by customers by
3 searching the data base for certifications of product or service claims.

- 1 5. The method of providing certifications recited in claim 1, wherein the
- 2 contract with the provider establishes rights and liabilities between the
- 3 certification service and the provider, including guarantees by the provider of
- 4 continued compliance with the certification with remedies in case of
- 5 violations by the provider.
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- 2 6. The method of providing certifications recited in claim 5, wherein the Web
- 3 page includes links from a displayed certified product or service to details of
- 4 the certification for that product or service, including effective date and
- remedy in case of violation.
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- 2 7. The method of providing certifications recited in claim 6, wherein the
- 3 certification service directly rules on customer/provider disputes according to
- 4 the terms and conditions established with the client provider under the
- contract.
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- 2 8. The method of providing certifications recited in claim 7, wherein the Web
- 3 page is accessible over the Internet by customers.
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- 2 9. The method of providing certifications recited in claim 8, further
- 3 comprising the steps of:
 - 4 maintaining a database of verified claims for products and services
 - 5 provided by a plurality of providers; and
 - 6 providing customers with search engine for searching the database for
 - certified products and services in the database.
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- 2 10. The method of providing certifications recited in claim 9, wherein the
- 3 search engine responds to key words and phrases entered by customers by
- 4 searching the data base for certifications of product or service claims.

- 1 11. The method of providing certifications recited in claim 1, wherein the
- 2 certification service is a stand alone business.

- 1 12. The method of providing certifications recited in claim 2, wherein the
- 2 certification service is established by an existing business and the Web page
- 3 identifies the existing business as the sponsor of the certification service.